

CARLSBAD TOURISM BUSINESS IMPROVEMENT DISTRICT (CTBID) BOARD

July 8, 2010 AGENDA

**2:00 p.m.
City of Carlsbad
1635 Faraday Avenue, Planning Library
Carlsbad, CA**

NOTICE TO THE PUBLIC:

1. Meetings are divided into categories shown below
2. When you are called to speak, please come forward and state your name and address.
3. All persons requiring assistance or auxiliary aids in order to effectively participate may contact the City Clerk's Office (760-434-2808) at least 24 hours prior to the meeting to arrange for reasonable accommodations.

PUBLIC COMMENT:

If you desire to speak about an item not listed on the agenda, a pink "Time Reservation Request" form should be filed with the Board Minutes Clerk. A total of 15 minutes is provided for the Public Comment portion of the Agenda. Speakers are limited to three (3) minutes each.

If you desire to speak concerning an item listed on the agenda, a white "Time Reservation Request" form should be filed with the Board Minutes Clerk. Each speaker is limited to three (3) minutes each. Please remember to state your name and address for the record.

I. CALL TO ORDER

2:00 p.m.

II. ROLL CALL

CONSENT CALENDAR: The items listed under Consent Calendar are considered routine and will be enacted by one motion as listed. There will be no separate discussion on these items prior to the vote, unless an item is removed.

III. APPROVE MINUTES OF MAY 18, 2010

To approve the minutes of the May 18, 2010 meeting of the CTBID Board of Directors.

REPORTS AND DISCUSSION ITEMS:

IV. STAFF REPORT

Staff will provide the following reports at this time:

- 1) Financial Update

V. AB 07-10-58 CTBID GRANT FUNDING RECOMMENDATIONS

Adopt Resolution #2010-4 accepting the CTBID grant funding recommendations of the VisitCarlsbad Board and allocating funds to the organizations identified.

VIII. NEXT MEETING

Schedule next meeting. Agenda topics to include:

The remainder of the categories is for reporting purposes. In conformance with the Brown Act, no public testimony and no Board action can occur on these items.

GENERAL COUNSEL COMMENT

PUBLIC COMMENT

ADJOURNMENT

MINUTES

MEETING OF: CARLSBAD TOURISM BUSINESS IMPROVEMENT
DISTRICT BOARD (Regular Meeting)

DATE OF MEETING: May 18, 2010

TIME OF MEETING: 2:00 p.m.

PLACE OF MEETING: Room 173A, Faraday Administrative Center,
1635 Faraday Avenue

CALL TO ORDER: Vice Chair Stripe called the Meeting to order at 2:00 p.m.

ROLL CALL was taken by the Deputy Clerk, as follows:

Present: Stripe, Cima, Nayudu, Canepa, Howard-Jones and McCormick.
Absent: Becerra.

APPROVAL OF MINUTES:

On a motion by Board Member Cima, the Board unanimously approved the Minutes of the meeting held April 29, 2010.

IV. AB 05-10-55 ELECTION OF OFFICERS

On a motion by Board Member Nayudu, the Board unanimously elected Tim Stripe as Chair and Bill Canepa as Vice Chair.

Terms of Chair/Vice Chair

On a motion by Board Member McCormick, the Board unanimously approved a two year term for Board Chair and an initial one year term for Vice Chair.

V. STAFF REPORT

Cheryl Gerhardt gave the staff report and PowerPoint presentation (on file in the Office of the City Clerk). Ms. Gerhardt stated that approximately \$28,000 would be available at the end of the fiscal year.

VI. AB 05-1 0-56 APPROVE CONTRACT WITH VISITCARLSBAD.

Ms. Gerhardt gave the Board a brief overview of the agreement with VisitCarlsbad per Executive Director Sam Ross's presentation at the April 29, 10 CTBID meeting and referenced the letter requesting additional funding from VisitCarlsbad attached to the agenda bill.

General Counsel Ron Ball added if approved, that the additional scope of work would be added to the agreement to coincide with the additional funding.

Board Member Cima asked Bob More, President of the VisitCarlsbad Board, to explain the additional request and provide a brief overview.

Mr. Moore explained that the additional funding request is to allow the VisitCarlsbad Board to continue to work with Shimo as the Board continues with its transition period.

In response to an inquiry from Board Member Nayudu, Ms. Gerhardt clarified that the reason the additional funding request was on the Board's agenda was because there are no additional funds available for VisitCarlsbad to contract with Shimo.

Chair Stripe stated he reviewed the budget, and VisitCarlsbad has the latitude in how it spends the funds allocated to them in the agreement.

General Counsel Ball stated that VisitCarlsbad cannot move money from one category as outlined in the agreement to another. He added that there was freedom within an individual line item within the agreement, as long as it does not concede the item approved.

On a motion by Vice Chair Canepa, the Board unanimously adopted Resolution No. 2010-2 approving an agreement between the Carlsbad Tourism Business Improvement District (CTBID) and the Carlsbad Convention and Visitors Bureau (CCVB) for tourism promotion services for the period July 1, 2010 through June 30, 2011.

On a minute motion by Board Member Cima, the Board unanimously approved VisitCarlsbad's request for an addition \$12,000 in funding.

On a minute motion by Board Member Cima, the Board unanimously approved adding an additional \$12,000 to the VisitCarlsbad agreement and directed staff to revise the annual budget to reflect the additional funding.


VII. AB 05-10-57 ADOPT 2010-1 1 ANNUAL REPORT

On a motion by Board Member Nayudu, the Board unanimously adopted Resolution #2010-3 approving the Annual Report of the Carlsbad Tourism Business Improvement District (CTBID) and submit the report to the City Council for approval at a June 2010 meeting.

VIII. NEXT MEETING

The Board scheduled its next meeting for July 8, 2010 at 2:00 p.m.

By proper motion, the CTBID Board Meeting of May 18, 2010 adjourned at 2:47 p.m.



SHERRY FREISINGER
Deputy Clerk

CARLSBAD TOURISM BUSINESS IMPROVEMENT DISTRICT AGENDA BILL

AB#	07-10-58	<i>CTBID GRANT PROGRAM FY 2010-11 FUNDING RECOMMENDATIONS</i>	CTBID STAFF
MTG.	7-8-10		GENERAL
DEPT.	FINANCE		COUNSEL

RECOMMENDED ACTION:

Adopt Resolution No. 2010-4 approving the Carlsbad Tourism Business Improvement District (CTBID) grant funding as recommended by the VisitCarlsbad Board and appropriating funds to the organizations identified.

ITEM EXPLANATION:

At its 3-18-08 meeting, the CTBID board approved the guidelines to establish a formal grant program. As stated in the guidelines (shown at Exhibit 1), the objectives of the grant program are to:

- Fund projects or events that are going to increase the overnight stays in hotels;
- Encourage the development of innovative tourism products;
- Promote collaboration within and across sectors of the tourism industry;
- Reach important travel segments such as multicultural, family and senior markets;
- Strengthen the marketing capacity of our partnering organizations; and
- Combine the resources of the CTBID and its tourism partners to leverage their collective marketing efforts.

The CTBID Board appropriated \$20,000 in its 2010-11 budget to fund these grants. The grant applications were due by June 15th. Four applications were received with funding requests totaling \$48,000. This year the CTBID Board asked the VisitCarlsbad Board to review the applications and make funding recommendations to the CTBID Board. The VisitCarlsbad Board met on June 17th, reviewed the applications and interviewed the applicants. The requests were evaluated based on the following:

- Overall program promotes overnight stays in hotels
- Program includes a "hotel tie in" (e.g., special rate or package)
- Compelling nature of the project and its potential image impact for the region
- Strength of marketing and public relations plan, including partnerships
- Likelihood that project will receive publicity outside San Diego Market
- Time of the year the event occurs

FOR CITY CLERKS USE ONLY.

BOARD ACTION:	APPROVED	<input type="checkbox"/>	CONTINUED TO DATE SPECIFIC	<input type="checkbox"/>	_____
	DENIED	<input type="checkbox"/>	CONTINUED TO DATE UNKNOWN	<input type="checkbox"/>	
	CONTINUED	<input type="checkbox"/>	RETURNED TO STAFF	<input type="checkbox"/>	
	WITHDRAWN	<input type="checkbox"/>	OTHER – SEE MINUTES	<input type="checkbox"/>	
	AMENDED	<input type="checkbox"/>			

As a result of their review and evaluation, the VisitCarlsbad Board is recommending funding for 3 of the requests for a total of \$20,000.

The table in Exhibit 2 summarizes the grant requests and VisitCarlsbad's recommendations for funding.

FISCAL IMPACT:

The CTBID 2010-11 Budget contains an appropriation of \$20,000 for CTBID Grants. No further appropriation is required.

ENVIRONMENTAL IMPACT:

This action does not approve any projects that will have a physical adverse affect on the environment so it falls within the general rule under CEQA that this is not a project (CEQA Regulation 153789(b)).

EXHIBITS:

1. CTBID Grant Guidelines.
2. Summary of CTBID Grants request and recommended funding
3. Resolution No. _____ allocating funding to the organizations identified.

DEPARTMENT CONTACT: Cheryl Gerhardt, 760-602-2417, cheryl.gerhardt@carlsbadca.us

CARLSBAD TOURISM BUSINESS IMPROVEMENT DISTRICT GRANT PROGRAM GUIDELINES AND APPLICATION

I. ABOUT THE GRANT PROGRAM

The **Carlsbad Tourism Business Improvement District (CTBID) Grant Program** is a program developed by the CTBID, an assessment district created by the hotels in Carlsbad to administer marketing and visitor programs to promote the City of Carlsbad as a tourism visitor destination and to fund projects, programs, and activities, including appropriate administrative charges, that benefit hotels within the boundaries of the District. The **objectives** of the grant program are to:

- Fund projects or events that are going to increase the overnight stays in hotels;
- Encourage the development of innovative tourism products;
- Promote collaboration within and across sectors of the tourism industry;
- Reach important travel segments such as multicultural, family and senior markets;
- Strengthen the marketing capacity of our partnering organizations; and
- Combine the resources of the CTBID and its tourism partners to leverage their collective marketing efforts.

The grant program was created by the CTBID Board in 2008 setting aside 5% of the CTBID budget for grant awards beginning with the 2008-09 Budget.

In Fiscal Year 2010-11, up to \$20,000 will available for grant awards.

II. TYPES OF PROJECTS SUPPORTED

CTBID Grants generally funds **out-of-region** marketing projects including festivals, performing & fine art events, sporting events, youth events and history & heritage events.

A primary goal of the program is to promote overnight stays; therefore, **one-day events are ineligible for support**. Added weight is given to projects that include a **hotel tie in** (e.g. special rate or package) and projects with high attendance.

III. ABOUT GRANT ELIGIBILITY

The **lead organization** applying for CTBID grant funds must be:

- An organization with a significant interest in the promotion of a tourist destination/attraction/activity, or regional tourist promotion agency.
- Promoting a destination/attraction/activity that takes place in Carlsbad.

The proposed project must occur between **July 1, 2010 and June 30, 2011**.

Grant recipients will be required to:

- Sign a letter of agreement binding their organization(s) to the terms and conditions set forth in the funding guidelines, project proposal, and grant contract
- Obtain pre-approval from CTBID Board for the media plan, advertising and collateral design paid for by the grant
- Acknowledge CTBID funding on advertising materials
- Submit a final report detailing the results of the project

Grants are awarded annually and **must be matched by the grantee organization *one dollar per dollar awarded***.

IV. ABOUT ELIGIBLE MARKETING ACTIVITIES AND EXPENSES

Grant funds may be used for the following marketing-related purposes only:

- The purchase of recognized and audited out-of-region media advertising (Includes print and broadcast media)
- Printing and mailing costs for collateral materials (Including guides, directories, and direct mail materials)
- Mailing costs for direct mail campaigns
- Creative costs up to 20 percent of the total amount of the grant
- Web related costs, including web based advertising and development of new sections to existing web sites
- Marketing efforts above and beyond normal marketing done in the past

V. ABOUT INELIGIBLE MARKETING ACTIVITIES AND EXPENSES

The following activities cannot be covered by grant funds:

- Staffing or personnel costs
- Outdoor advertising (billboards and other and other unaudited media)
- Travel, food, lodging and/or entertainment expenses
- Expenses not directly related to the approved program

VI. ABOUT AWARD CRITERIA

Projects will be selected based on whether the project meets the goals and objectives of the CTBID and the following criteria:

- Compelling nature of the project and its potential image impact for the region
- Potential to attract significant numbers of visitors and to generate overnight stays
- Strength of marketing and public relations plan, including partnerships
- Likelihood that project will receive publicity outside San Diego market
- Organizational capacity for and commitment to marketing
- Potential to complement and enhance the CTBID's regional marketing

VII. ABOUT THE PROPOSAL REVIEW PROCESS

The CTBID Board has delegated the review of the grant applications to the VisitCarlsbad Board. Applicants may be interviewed or asked to provide additional information as part of the review process. The VisitCarlsbad Board will make funding recommendations to the CTBID Board. CTBID's Board of Directors approves final grant recipients.

VIII. ABOUT DISTRIBUTION OF FUNDS AND GRANT REPORTING

Funds are disbursed on a reimbursement basis. CTBID will reimburse grantees upon receipt of the final report detailing the results of the project along with copies of the pre-approved advertisements and collateral materials supported through the grant. The request for payment

will accompany the final report and will include a detailed account of grant related and matching expenses.

SUMMARY OF CTBID GRANT REQUESTS 2010-11

EXHIBIT 2



Grant Program Objectives:

- Fund projects or events that are going to increase the overnight stays in hotels
- Encourage the development of innovative tourism products
- Promote collaboration within and across sectors of the tourism industry
- Reach important travel segments such as multicultural, family and senior markets
- Strengthen the marketing capacity of our partnering organizations
- Combine resources of the CTBID and its tourism partners to leverage their collective marketing efforts

Event Description	2010-11 Grant Request	2010-11 Recommended Funding	Past Years Funded
Mercury Insurance Open - Women's Tennis Association Tournament to be held at the La Costa Resort & Spa July 31st - August 8th, 2010. This event will have international television coverage and is anticipated to attract 30,000 out of town visitors. Grant request is for marketing, advertising and email blast.	\$ 10,000	\$ 10,000	0
ArtSplash - This annual two day event is a festival of arts, food, and fun held on Armada Drive in Carlsbad. The event will take place this year September 25 & 26th and is expected to attract 30,000 visitors. Grant request is for internet advertising, broadcast ads, and email blasts.	\$ 8,000	\$ 4,000	2
In Motion, Inc. - The Carlsbad Marathon is to be held January 23, 2011. This event is projected to bring 5,500 out of town visitors. Grant request is for advertising to nearby markets including Orange, Los Angeles, Riverside and San Bernardino as well as border cities in AZ and NV. They will also promote more race related and local activities and attractions to encourage marathoners to spend more time in Carlsbad.	\$ 10,000	\$ 6,000	2
San Diego Surf Cup - This soccer tournament is the largest youth sports event on the West Coast. It is held in late July - early August as well as Thanksgiving weekend every year in Del Mar at the polo fields. It is attended by over 125,000 people and 450 college coaches. Grant request would be used to create a Carlsbad specific web page on their web site.	\$ 20,000	0	0 Note 1
Total	\$ 48,000	\$ 20,000	

Note 1 - This grant did not meet the grant eligibility requirements that the event be held in Carlsbad.

RESOLUTION NO. 2010-4**RESOLUTION OF THE BOARD OF DIRECTORS OF THE
CARLSBAD TOURISM BUSINESS IMPROVEMENT DISTRICT,
ALLOCATION CTBID GRANT FUNDING FOR 2010-11**

WHEREAS, on March 18, 2008, the Board of the Carlsbad Tourism Business Improvement District established a grant program to fund programs and activities that promote overnight stays in Carlsbad; and

WHEREAS, four organizations have submitted applications for CTBID grant funds; and

WHEREAS, the VisitCarlsbad Board reviewed the applications and has made funding recommendations to the CTBID Board for three organizations.

NOW, THEREFORE, BE IT RESOLVED by the Board of Directors of the Carlsbad Tourism Business Improvement District, as follows:

1. That the above recitations are true and correct.
2. That it hereby allocates funding in the amount of \$6,000 to In Motion Events for the 2011 Carlsbad Marathon in accordance with the Grant Guidelines.
3. That it hereby allocates funding in the amount of \$4,000 to ArtSplash for the ArtSplash 2010 in accordance with the Grant Guidelines.
4. That it hereby allocates funding in the amount of \$10,000 to the Mercury Insurance Open for the 2010 Women's Tennis Association Tournament to be held at La Costa Resort and Spa in accordance with the Grant Guidelines

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PASSED, APPROVED, AND ADOPTED at a regular meeting of the Board of Directors of the Carlsbad Tourism Business Improvement District on the ____ day of _____, 2010, by the following vote to wit:

AYES:

NOES:

ABSENT:

TIM STRIPE
Chairperson

ATTEST:

LORRAINE WOOD
Pro Tem Clerk of the
Carlsbad Tourism Business Improvement District

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